

Message Text

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ACTION EB-07

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TAGS: BEXP, HU

SUBJECT: DEVELOPMENT OF THEMES FOR TRADE PROMOTION EVENTS IN
HUNGARY

BEWT FOR THOMPSON

REF: STATE 280446

1. AS PER REFTEL EWTC HAS DEVELOPED LIST OF 10 THEMES WHICH
APPEAR MOST WORTHY OF PROMOTION BY COMMERCE TRADE PROMOTION
VEHICLES/EVENTS IN HUNGARY THROUGH END OF 1976. LIST IS BASED
ON ANALYSIS OF PUBLISHED INDUSTRIAL/TRADE INFORMATION ON
HUNGARY IN EWTC FILES, INCLUDING 1975 ANNUAL PLAN, INTERVIEWS
DURING PAST YEAR WITH U.S. AND WESTERN EUROPEAN MARKETING
SPECIALISTS AS WELL AS TRADE STATISTICS. UNFORTUNATELY LIST
COULDNOT BE VERIFIED BY INTERVIEWS IN HUNGARIAN MARKET OR
ECONOMIC PLANS COVERING 1976 (WHICH WILL BE FIRST YEAR OF
NEXT FIVE-YEAR PLANNING CYCLE) NOT YET PUBLISHED. FINDINGS
MUST THEREFORE BE REGARDED AS TENTATIVE.

2. THEME LIST INCLUDES 12 CATEGORIES IN ORDER TO PROVIDE 10
EVENT THEMES AS REQUESTED BECAUSE 2 OF LEADING THEMES FOR
U.S. TRADE DEVELOPMENT TO HUNGARY DO NOT LEND THEMSELVES TO
COMMERCE-SPONSORED TRADE EVENTS AND IT IS RECOMMENDED
THAT THEY ONLY BE BROUGHT TO ATTENTION OF U.S. INDUSTRY
AS OPPORTUNITIES.

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3. MARKET ANALYSIS FOR THIS LIST IS LIMITED TO COMMERCIAL

CONSIDERATIONS, AND ONLY INCREMENTAL U.S. EXPORTS WHICH ARE LIKELY TO RESULT FROM PROMOTION ARE CONSIDERED OBJECTIVE OF COMMERCE EVENTS, NOT U.S. EXPORTS WHICH ARE LIKELY EVEN IF NO TRADE EVENT IS HELD. SEVERAL THEMES WHICH ALREADY SHOW HIGH LEVEL OF U.S. EXPORTS TO HUNGARY HAVE LOW PRIORITY IN FOLLOWING LIST OR ARE NOT LISTED AT ALL BECAUSE OUR ANALYSIS INDICATES SIGNIFICANT INCREMENT IN U.S. EXPORTS IS NOT LIKELY TO RESULT FROM TRADE PROMOTION OF THAT THEME. FOLLOWING LIST ALSO DOES NOT REFLECT OTHER FACTORS SUCH AS EMB DUGAPEST EXPERIENCE WITH VARIOUS TRADE PROMOTION VEHICLES, ESTIMATES OF RECEPTIVENESS OF HUNGARIANS TO PROPOSED THEMES, TIMING, OR POLITICAL OR OTHER FACTORS WHICH NECESSARILY MUST BE TAKEN INTO ACCOUNT BEFORE FINAL DECISION CAN BE MADE ON THEMES AND TRADE EVENTS.

4. FOLLOWING THEME LIST IS RANKED ACCORDING TO ESTIMATED POTENTIAL FOR INCREASED U.S. EXPORTS TO HUNGARY AS FOLLOWS:

(A) THEME TITLE. (B) ESTIMATED POTENTIAL FOR INCREMENTAL U.S. EXPORTS TO HUNGARY ANNUALLY AND (C) RECOMMENDED U.S. DEPARTMENT OF COMMERCE EVENT OR ACTIVITY (TRADE EXHIBITIONS ARE RECOMMENDED FOR SEVERAL OF THE IMPORTANT THEMES BECAUSE IT APPEARS THE MOST EFFECTIVE METHOD BUT EACH WOULD ALSO SUPPORT SUCCESSFUL SMALL EXHIBITIONS OR TECHNICAL SALES SEMINARS AS WELL). FIRST, (A) OFFICE MACHINES (INCLUDING COMPUTERS), (B) \$3.9 MILLION, (C) SMALL EXHIBITION (20-25 FIRMS) AND TECHNICAL SEMINAR ESPECIALLY EMPHASIZING MANGEMENT METHODS AND SYSTEMS.

SECOND (A) INDUSTRIAL PROCESS CONTROL AND MEASURING INSTRUMENTS, (B) \$3.7 MILLION, (C) EXHIBITION AND TECHNICAL SEMINAR EMPHASIZING INSTRUMENTS, COMPUTERS AND QUALITY CONTROL EQUIPMENT FOR FOOD PROCESSING, METALLURGY AND CHEMICAL PROCESSING-PHARMACEUTICAL INDUSTRIES.

THIRD, (A) CHEMICAL/PETROLCHEMICAL PROCESSING EQUIPMENT AND INSTRUMENTATION (INCLUDING PHARMACEUTICAL PRODUCTION) (B) \$2.9 MILLION, (C) NO EVENT BECAUSE NUMBER OF U.S. SUPPLIERS TOO LIMITED AND PRODUCTS WITH MARKET POTENTIAL TOO SPECIALIZED. SUGGEST INSTEAD BEWT/TAD AND EMB BUDAPEST COMMERCIAL SECTION ADVISE SELECTED U.S. FIRMS OF OTUNITYHUP MATERIAL HAMD EQUIPMENT, (B) \$2.6 MILLION, (C) NO EVENT BECAUSE NEARLY ALL PRODUCTS WITH MARKET POTENTIAL UNCLASSIFIED

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ARE PART OF PRODUCTION SYSTEMS FOR OTHER THEMES SUCH AS FOOD PROCESSING AND PACKAGING EQUIPMENT, MACHINE TOOLS, CHEMICAL PROCESSING, CONSTRUCTION EQUIPMENT, ETC. SUGGEST INSTEAD PROMOTION AS PART OF THEMES IN WHICH USED AND BEWT/TAD AND EMB BUDAPEST COMMERCIAL SECTION ADVISE SELECTED U.S. FIRMS OF OPPORTUNITY.

SIXTH, (A) ELECTONIC COMPONENTS AND TEST INSTRUMENTATION, (B) \$2.2 MILLION, (C) TECHNICAL SALES SEMINAR (SPECIALIZED

TRADE MISSION) BECAUSE ONLY SELECTED AND LIMITED TYPES OF U.S. COMPONENTS/INSTRUMENTS WITH GOOD MARKET POTENTIAL ARE FREE OF COCOM CONTROLS.

SEVENTH, (A) FOOD PROCESSING AND PACKAGING EQUIPMENT, (B) \$1.9 MILLION, (C) EXHIBITION AND TECHNICAL SEMINAR.

EIGHTH (A) TEXTILE MACHINERY AND EQUIPMENT, (B) \$1.6 MILLION, (C) TECHNICAL SALES SEMINAR (SPECIALIZED TRADE MISSION) BECAUSE ONLY SELECTED AND LIMITED TYPES OF U.S. EQUIPMENT HAVE GOOD MARKET POTENTIAL IN HUNGARY MAINLY QUALITY CONTROL INSTRUMENTATION AND SOME TEXTILE FINISHING EQUIPMENT.

NINTH, (A) TELECOMMUNICATIONS EQUIPMENT, (B) \$1.5 MILLION, (C) TECHNICAL SALES SEMINAR (SPECIALIZED TRADE MISSION) BECAUSE ONLY SELECTED AND LIMITED TYPES OF US PRODUCTS WITH GOOD MARKET POTENTIAL ARE FREE OF COCOM EXPORT CONTROL.

TENTH, (A) CONSTRUCTION AND MINING MACHINERY, (B) \$1.4 MILLION, (C) TECHNICAL SALES SEMINAR (SPECIALIZED TRADE MISSION) BECAUSE ONLY SELECTED SPECIALIZED AND OFTEN HEAVY MACHINERY APPEARS TO HAVE GOOD MARKET POTENTIAL IN HUNGARY.

ELEVENTH, (A) MACHINE TOOLS FOR METALS, (B) \$1.1 MILLION, (C) EXHIBITION AND TECHNICAL SEMINAR (20-25 SELECTED FIRMS) OR EMPHASIS ON THEME IN BROAD GENERAL INDUSTRIAL TRADE FAIR.

TWELFTH, (A) MEDICAL INSTRUMENTATION AND EQUIPMENT, (B) \$1.0 MILLION, (C) SMALL EXHIBITION (20-25 FIRMS) AND TECHNICAL SALES SEMINAR (OR SPECIALIZED TRADE MISSION).

5. EWTC HAS NOTICE OF FOLLOWING HUNGARIAN SHOWS WHICH COMMERCE MAY WISH TO CONSIDER FOR OFFICIAL PARTICIPATION OR TRADE ASSISTANCE DURING 1975-76:

HUNGAROPLAST, SEVENTH INTERNATIONAL EXHIBITION FOR PLASTICS INDUSTRY, APRIL 22-27, 1975, BUDAPEST;

INTERNATIONAL TECHNICAL FAIR (ANNUAL), MAY 21-29, 1975

AND MAY 1976, BUDAPEST;

AGROMASEXPO AND OMEK, INTERNATIONAL FOOD AND AGRICULTURAL UNCLASSIFIED

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EXHIBITION, AUGUST 29-SEPTEMBER 14, 1975, BUDAPEST;

PATENTINFORM 75, INTERNATIONAL EXHIBITION AND CONFERENCE OF INTELLECTUAL ENGINEERING PRODUCTS, SEPTEMBER 17-23, 1975, BUDAPEST;

INTERNATIONAL CONSUMER GOODS FAIR (ANNUAL), OCTOBER 15-23, 1975 AND OCTOBER 1976 BUDAPEST;

INTERNATIONAL RETAIL TRADE AND CATERING EXHIBITION, OCTOBER 15-23, 1975, BUDAPEST;

LIMEXPO, SECOND INTERNATIONAL EXHIBITION OF (MACHINERY FOR) TEXTILE, CLOTHING, LEATHER AND SHOE, LAUNDRY AND CLEANING INDUSTRIES.

6. EWTC HAS DISCUSSED CONTENTS THIS MESSAGE WITH EMB BUDAPEST AND WE UNDERSTAND THEIR COMMENTS WILL BE MADE IN A SEPARATE TELEGRAM. HUMB

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